

19 August 1959

MEMORANDUM FOR THE DIRECTOR:

1. RECOMMEND that the last sentence of the new second paragraph be changed so as to read, "I am of course quite cognizant of the public relations angle of this matter and should there be a change that would make it worthwhile to have another talk some time in the future, I will let you know."

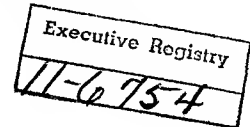
STAT

STANLEY J. GROGAN
Assistant to the Director

Attachments

DOCUMENT NO. _____
NO CHANGE IN CLASS. ☒
☐ DECLASSIFIED
CLASS. CHANGED TO: TS S O
NEXT REVIEW DATE: _____
DATE: 23 FEB 1961 REVIEWER: _____

STAT



3 August 1959

MEMORANDUM FOR THE DIRECTOR

1. This memorandum recommends action.
2. The attached paper was delivered to the DCI by John Payne,

STAT

STAT

[redacted]
[redacted] Payne is a "Western" movie actor who has a TV program. The

DCI saw him at the request of [redacted]

STAT

3. Mr. Payne stated he believes the "Westerns" are about to die out and he wishes to be a new American hero--just an ordinary guy, full of guts and character, who is with an intelligence organization (OSS or other) fighting successfully for America. His target would be "young people." His proposition, like so many others offered to CIA, is to publicize the so-called "unsung heroes of the "silent service"--and he will not use "CIA" as such but will assure advertising and potential sponsors the series is "authentic"--which to me means these people will know it's CIA.

4. Mr. Payne's theory of using what he terms the "osmotic principle" to train children in moral integrity, courage, strength, tenacity, honor, etc., I am sure will find educators and parents who doubt the efficacy of this, and who think home, school, church and community will have a more lasting effect.

5. RECOMMEND the DCI thank Mr. Payne for his offering and regret CIA is unable to take advantage of it.

STAT

[redacted]
STANLEY J. GROGAN
Assistant to the Director

cc: DDCI

ILLEGIB

July 28, 1959

POINTS TO BE MADE WITH MR. DULLES, IF POSSIBLE

- A. The creation of a new American hero oriented to, and active in, our expanding world relationship.
 1. Drama is inherent in international relationships with other countries, both the have's and the have not's.
 2. The new hero could be drawn out of the personal experiences of the 10,000 or so personnel in the C.I.A. operating as an army in the cold war.
 3. Secret information regarding operations, etc., is not needed to build a hero, but the actions and reactions of persons in stressful situations determine strength of character. Strength of character is the sign of courage. Courage is the badge of the hero.
 4. There will be no attempt to build story book heroes ten feet tall over the truth. Rather it would be best to lean the other way, and present the ordinary man of extraordinary training and tenacity.
- B. Is there not a service to be performed by such a program? Newspapers grab avidly for their headlines from less than half truths and pure conjecture. An authentic and honorable presentation of a dedicated kind of new man founded on the deepest of American principles, paralleling Jeffersonian and Lincolnian thinking and integrity, and adjusting to our time of change, would be an incentive and a target for the vast audience of young people who watch T.V.
 1. Television companies are in a state of vast change. They are grabbing feverishly for ideas of strength and promise.
 2. A lot of our old standby shows look as if they are on their way out. A good strong nudge at this point could jump us from the simple integrity of the old West to the highly involved, but still honorable, principle of the new Western world.
 3. Is it not possible to educate by an osmotic principle? Though the stories will be as strong dramatically as can be accomplished, and not "educational" per se, still our young people copy their heroes. Couldn't we give them something worth copying?

- 2 -

- C. Just what kind of a connection is necessary and desirable with the C.I.A. to make such a group of stories?
1. We need the tacit approval of the organization.
 2. A close personal working relationship with a responsible agent or agents in order to keep the material pure.
 3. Case histories of individuals and their actions.
 4. We do not necessarily have to have the usage of the term "Central Intelligence Agency."
 5. If the program became an accomplished fact, we might seek some aid in combatting the highly ingrown and unofficial censorship bodies in the manufacturing and advertising business. If I were able to wave the word "authentic" at them, I think it would be of great benefit.

JP:mr

TRANSMITTAL SLIP		DATE 8/6/59
TO: COLONEL GROGAN		
ROOM NO.	BUILDING EAST	
REMARKS:		
<p>STAN:</p> <p>The Director concurs in your recommendation but has asked that you notify John Payne "for him".</p> <p>AUG 7 REC'D</p>		
FROM:		EO/DCI
ROOM NO.	BUILDING Admin	

FORM NO 241
1 FEB 55

REPLACES FORM 36-8
WHICH MAY BE USED.

(47)